

Message Text

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PAGE 01 THE HA 01390 152140Z
ACTION EUR-12

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UNCLAS THE HAGUE 1390

USDOC PLEASE CALL PETER FIELD, EX 5373, IMMEDIATELY ON RECEIPT

E.O.11652: NA
TAGS: BEXP NL
SUBJECT: PARTICIPATION IN HET INSTRUMENT, AMSTERDAM, SEPTEMBER 1979

REF: (A) FIELD/HARARY TELECON MARCH 1, 1978, (B) THE HAGUE A-15,
(C) 77 THE HAGUE A-136, (D) 77 THE HAGUE 816, (E) 77
USDOC1551, (F) 76 THE HAGUE 6780, (G) 76 THE HAGUE 6571

1. DURING TELECON (REF A), CMM FIELD INDICATED AGREEMENT IN PRINCIPLE TO CHANGE PROPOSED IN REF B TO REPLACE PLANNED USDOC CATALOG SHOW FROM MEDICA TO HET INSTRUMENT, WHICH WE CONSIDER TO BE A MUCH MORE EFFECTIVE TRADE PROMOTION TOOL. IN THE BENELUX FY-1979 PROMOTION SCHEDULE, DATED MARCH 3, 1978, HET INSTRUMENT IS CARRIED FOR SEPTEMBER 1979.

2. AS A RESULT OF OUR PRELIMINARY DISCUSSION WITH DR P. FELIX, DIRECTOR OF HET INSTRUMENT, WZ RECEIVED FROM HIM A LETTER, DATED FEBRUARY 20, IN WHICH HE INFORMED US THAO THE BOARD HAD AGREED IN PRINCIPLE TO ACCOMMODATE US, BUT WITH SOME RESERVATION DUE TO THE SHORTAGE OF AVAILABLE SPACE AND THE REQUIREMENT THAT ONGY CATALOGS OF NTM'S BE SHOWN IN OUR BOOTH.HHE SUGGESTED A MEETING FOR MORE DETAILED DISCUSSION.

3. DR FELIX AND DR F.G. VAN DRUNEN, CHAIRMAN OF THE BOARD OF
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THE WELL-KNOWN MARIUS NV, AND CURRFT PRESIDENT OF HET INSTRUMENT, VISITED THE COMMERCIAL COUNSELOR YESTERDAY. AFTER MUCH DISCUSSION, IT WAS AGREED THAT USDOC COULD PARTICIPATE IN HET INSTRUMENT '79 IN CO-SPONSORSHIP WITH EITHER INSTRUMENT SOCIETY OF AMERICA (ISA), PITTSBURGH, PAN OR SCIENTIFIC APPARATUS MAEERS ASSOCIATION (SAMA), WASHINGTON, DC, WHICH WAS THE CO-SPONSOG IN 1977, OR A SIMILAR ORGANIZATION

ACCEPTABLE TO HET INSTRUMENT. THEY INSISTED AGAIN THAT ONLY CATALOGS OF NTM'S BE SHOWN. HOWEVER, WE AGAIN EXPLAINED THAT DESPITE OUR DESIRE TO ACCOMMODATE THEM, WE COULD NOT ACCEPT AND THAT WE NEEDED FLEXIBILITY IN THAT REGARD. WE ADDED THAT FOR OOM'S WE WOULD INDICATE ON THE CATALOG THE NAME OF THE COMPANY'S AGENT IN THE NETHERLANDS. THEY FINALLY AGREED THAT QUOTE A SMALL SHARE UNQUOTE OF THE CATALOGS COULD BE THAT OF OTM'S. THEY ALSO AGREED TO GIVE US SPACE IN OR AS CLOSE AS POSSIBLE TO THE DESIRABLE LOCATION WE HAD IN 1977. AT THE REQUEST OF THE COMMERCIAL COUNSELOR, DR FELIX AGREED TO CONFIRM THE ABOVE IN A LETTER, A COPY OF WHICH WILL BE FORWARDED TO CMM FIELD

4. HET INSTRUMENT IS THE LARGEST TRADE FAIR IN THE NETHERLANDS FOR SCIENTIFIC, INDUSTRIAL AND MEDICAL INSTRUMENTS. ADDITIONAL INFORMATION ON IT AND THE CONDITIONS OF PARTICIPATION CAN BE FOUND IN REF D, F AND G.

5. WE HAD A BUDGET OF \$5,400 FOR OUR PARTICIPATION IN HET INSTRUMENT '77. CONSIDERING THE INFLATION IN THE NETHERLANDS AND THE DROP OF THE DOLLAR IN RELATION TO THE GUILDER, WE BELIEVE A BUDGET OF \$6,500 - 7,000 SHOULD BE CONSIDERED.

6. ACTION REQUESTED. SPACE AT HET INSTRUMENT HAS ALWAYS BEEN AT A PREMIUM AND SCORES OF POTENTIAL EXHIBITORS HAVE BEEN TURNED DOWN IN PREVIOUS YEARS. THEREFORE, WE RECOMMEND THAT WE BE AUTHORIZED TO RESERVE A SPACE OF ABOUT FIFTY SQUARE
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METERS IN HET INSTRUMENT 1979 ASAP.
BROWN

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